


City of Sugar Hill
Planning Staff Report
DRB-CBD 21-004

DATE: February 2, 2022
TO: Mayor and Council, Design Review Board
FROM: Planning Director 
SUBJECT: Central Business District (CBD) Design Review
Mixed-use Development
1450 Peachtree Industrial Boulevard

REQUEST

The City of Sugar Hill has received an application from Joe Alcock with McMillan Pazdan Smith Architecture requesting design review board approval for a mixed-use project in the central business district with multi-family residential, for-rent rowhouse units, single family attached residential townhomes, and commercial use.

RECOMMENDED ACTION

Approval of the site plan and building elevations in material and architectural detail with the following conditions:

1. Final designs shall substantially resemble the attached exhibits labeled Exhibit 1 through 10. Building elevations fronting Hillcrest Drive shall be designed with a neutral color palette. Final material and color selections shall be subject to on-site mock-up approval, with identified materials subject to City Manager approval.
2. A substantial gateway art feature shall be incorporated into the site design. The final design and location shall be approved by the City Manager prior to releasing permits and installed prior to final certificate of occupancy. Developer may elect to make a monetary contribution of \$25,000 to the City of Sugar Hill in lieu of installing the improvements.
3. Shared use path shall be a minimum of 14' wide and constructed of concrete.
4. A public access easement along the entire length of the shared use path shall be recorded with the deed records prior to receiving certificate of occupancy for 50% of the total number of units.

DISCUSSION

- The proposed architectural style and material selection departs from what Sugar Hill is accustomed to. However, given its unique location and transitional context from an automotive salvage yard, the contrasting style could add desirable variety to the local housing market. Building elevations along Hillcrest Drive should be designed with a more neutral color palette.
- While the Town Center Overlay design standards favor traditional styles and materials, its primary purpose is to foster visual harmony in the built environment. This can be accomplished with a

variety of styles if each project is successfully reconciled to the immediately surrounding context. It is also important that the design review process does not sanitize a project to the extent its unique character is lost.

- Incorporation of the shared use trail and public access drive between Hillcrest Drive and Peachtree Industrial Boulevard work together to satisfy the inter-parcel access and maximum block length design standards which are intended to promote a pedestrian friendly development format.
- Character of the semi-public community space is an important organizing element for the trail and overall site design. The trail and community space will help activate each other in a positive way.

APPLICANT: Joe Alcock with McMillan Pazdan Smith Architecture

OWNER: TLJ Land Group LLC c/o Tony Gold

EXISTING ZONING: General Business District (BG)
Town Center Overlay District (TCO)
Central Business District (CBD)

REQUEST: Design review approval for mixed use development with multifamily, townhomes and commercial uses.

PROPERTY SIZE: ± 16.282 acres
Tax Parcel Id Number: 7-292-077A, & 7-292-194

LOCATION: 1450 Peachtree Industrial Boulevard.
Parcel is currently an existing auto salvage yard.

DESIGN REVIEW CRITERIA

1. Is the proposed project consistent with the adopted design guidelines for the type of development, and/or the proposed use?

The CBD requirements are designed to foster development of the city center using traditional block patterns characterized by common side walls, building fronts abutting the sidewalk and on-street parking; breaking up large blocks; optimizing multi-modal connectivity and incorporating small public gathering spaces.

The proposed design is consistent with the adopted design guidelines. The buildings provide pedestrian-scale architectural elements and commercial uses. The site includes pedestrian-oriented streetscape elements and integrates space for public gathering as well.

2. Is the proposed project consistent and compatible with the nature and character of the surrounding areas?

The proposed designs are consistent with the adopted vision and emerging character of Downtown Sugar Hill. On its interior, the project contrasts with surrounding development

in terms of color and materials. However, the buildings on the edge are to be reconciled with the surrounding neighborhood with a more neutral color palette.

3. *Are the site design, landscaping, general design, character, arrangement and scale of buildings, texture, materials and colors of the project similar to or compatible with features or structures in the area.*

The proposed elevations and conceptual site plans are compatible in scale, material selection, and general design character with the nearby proposed development. Color palette is to be adjusted to better match up with the existing single family residential neighborhood along Hillcrest Drive.

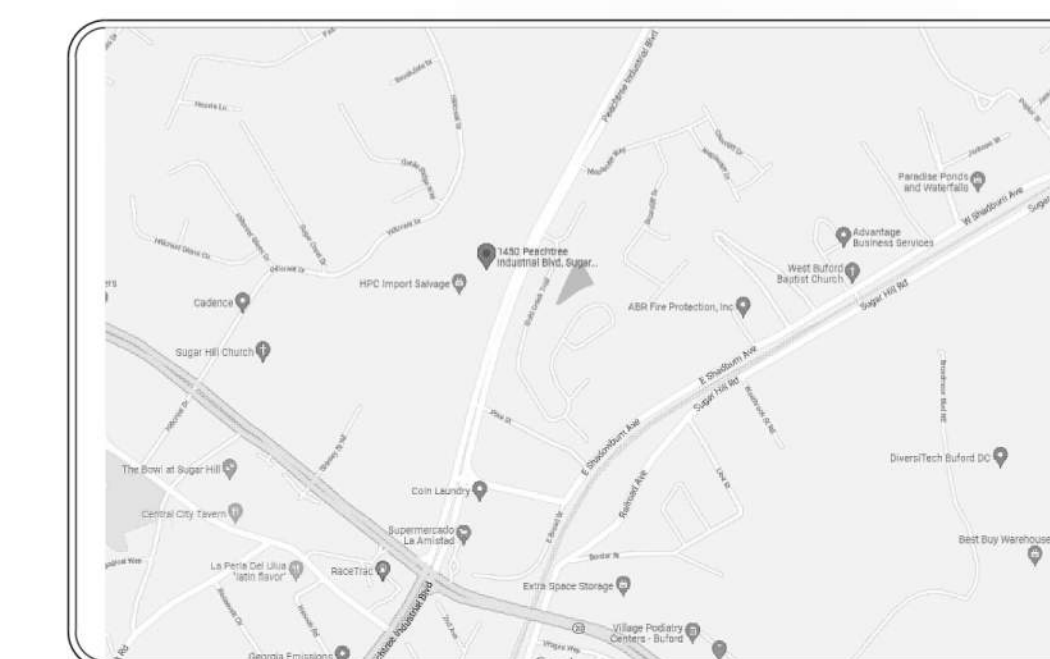
4. *Will the interior arrangement or use have any effect on exterior architectural features and otherwise complies with the standards of this ordinance?*

The design team will need to ensure that any interior changes to the configuration do not adversely affect the layout of the facade.

5. *Does the project contribute or resemble the following criteria for considering a design inappropriate?*

Character foreign to the area / Arresting and spectacular effects / Violent contrasts of material or color, or intense or lurid colors / A multiplicity or incongruity of details resulting in a restless and disturbing appearance / The absence of unity and coherence in composition not in consonance with the density and character of the present structure or surrounding area.

While the proposed design departs from the traditional aesthetic to which Sugar Hill is accustomed, the project provides desirable variety and with proper conditions appropriately interfaces with immediately surrounding neighborhoods.



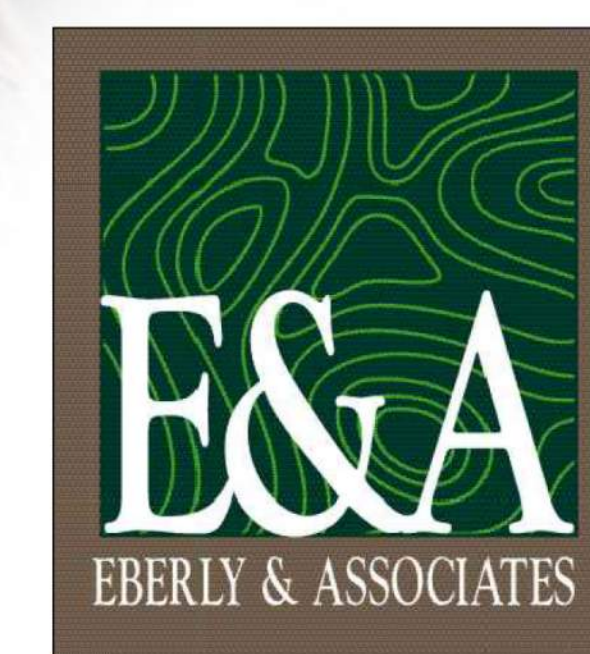
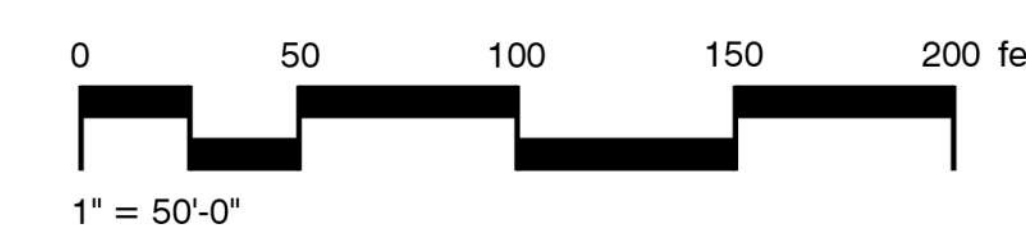
LOCATION MAP N.T.S.

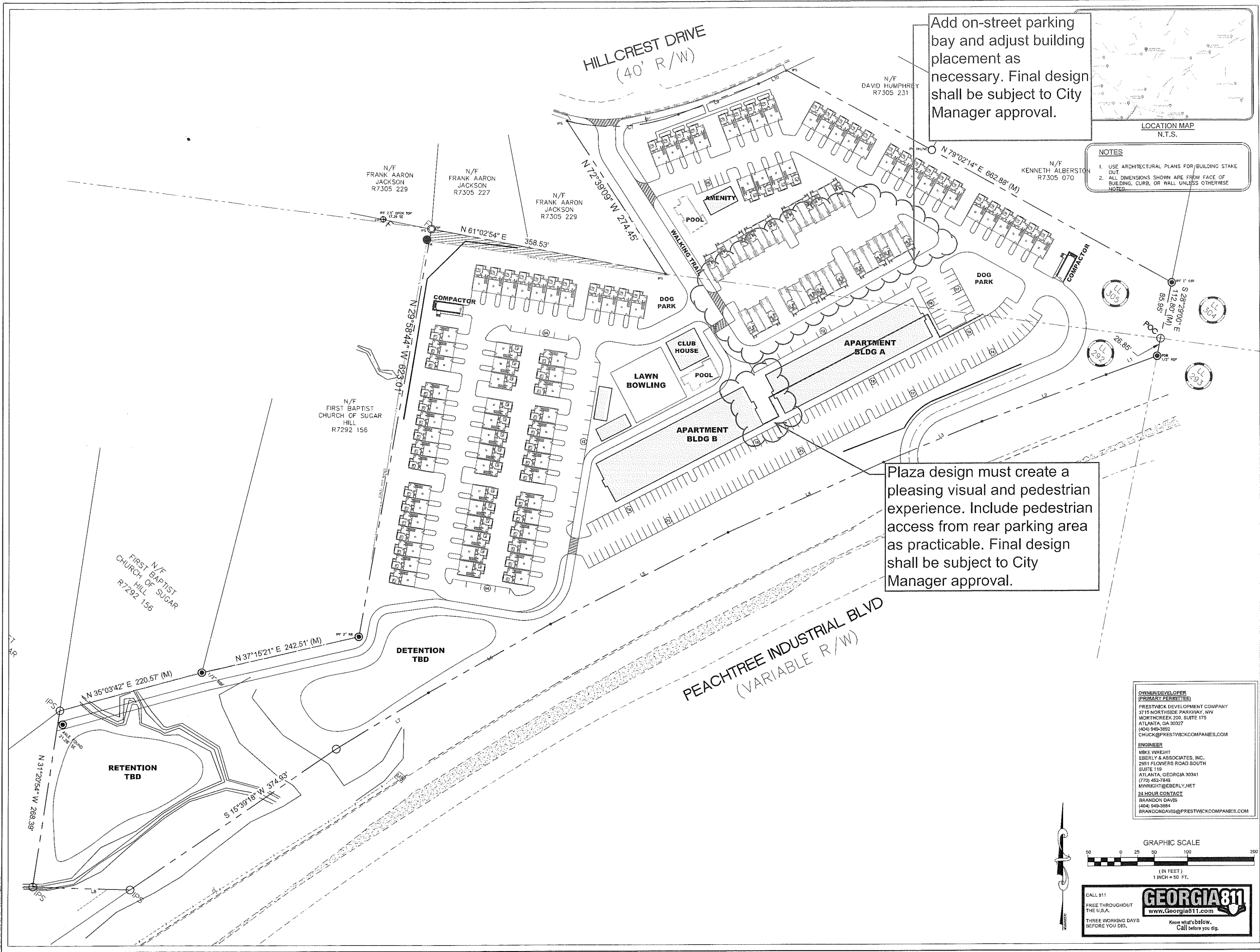


SUGAR HILL II : MIXED USE DEVELOPMENT

1450 PEACHTREE INUDSTRAL BLVD

NOVEMBER, 2021
SCALE: 1"=50'-0"



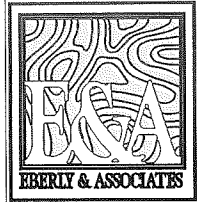


Add on-street parking bay and adjust building placement as necessary. Final design shall be subject to City Manager approval.

Plaza design must create a pleasing visual and pedestrian experience. Include pedestrian access from rear parking area as practicable. Final design shall be subject to City Manager approval.

NOTES
 1. USE ARCHITECTURAL PLANS FOR BUILDING STAKE OUT.
 2. ALL DIMENSIONS SHOWN ARE FROM FACE OF BUILDING, CURB, OR WALL UNLESS OTHERWISE NOTED.

LOCATION MAP
 N.T.S.



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 CIVIL ENGINEERING
 LANDSCAPE ARCHITECTURE

**SUGAR HILL II
 MIXED-USE DEVELOPMENT**
 LAND LOT 305 & 292
 7TH DISTRICT
 GWINNETT COUNTY, GEORGIA
 1450 PEACHTREE INDUSTRIAL BLVD.

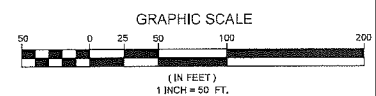
REVISIONS:

NO.	DATE	DESCRIPTION

OWNER/DEVELOPER (PRIMARY PERMITTEE)
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OVERALL SITE LAYOUT PLAN

SCALE:	DATE:	DRAWN BY:	PROJECT MANAGER:	DATE CHECK:
1" = 50'	11/09/2021	MIKE WRIGHT	MIKE WRIGHT	

PROJECT NO.
 OP21-174

SHEET NO.
 C3.0
 NOT ISSUED FOR CONSTRUCTION



FRONT ELEVATION

1/16" = 1'-0"



ROWHOUSE ELEVATION FRONT

1" = 10'-0"



ROWHOUSE ELEVATION REAR

1" = 10'-0"



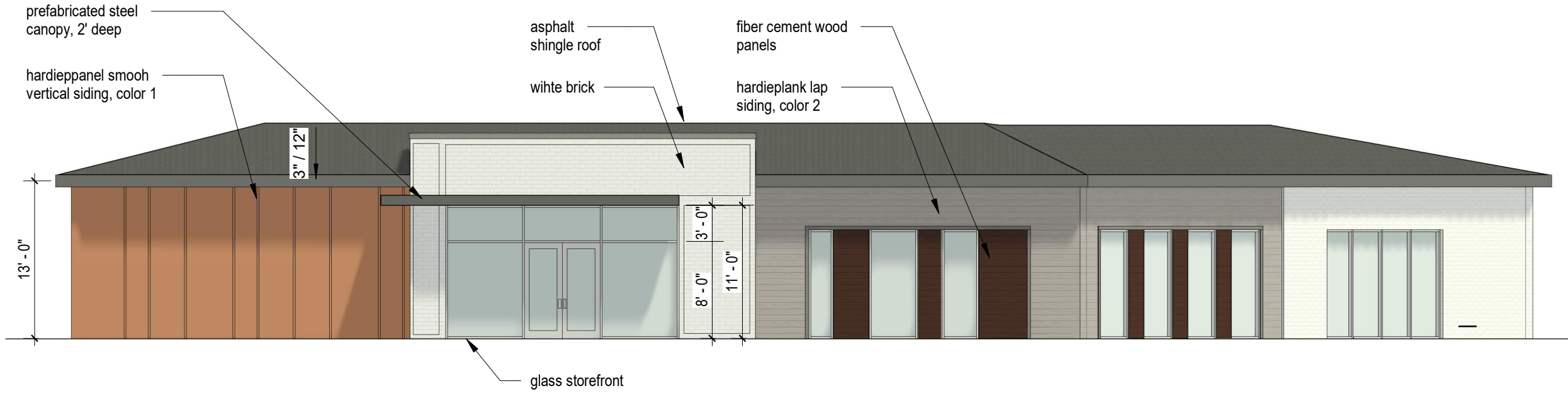
TOWNHOUSES ELEVATION REAR

1/8" = 1'-0"



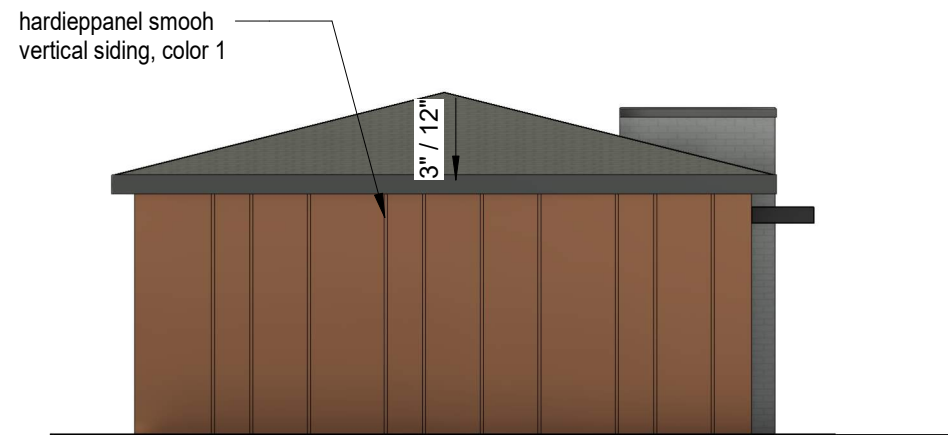
TOWNHOUSES ELEVATION FRONT

1/8" = 1'-0"



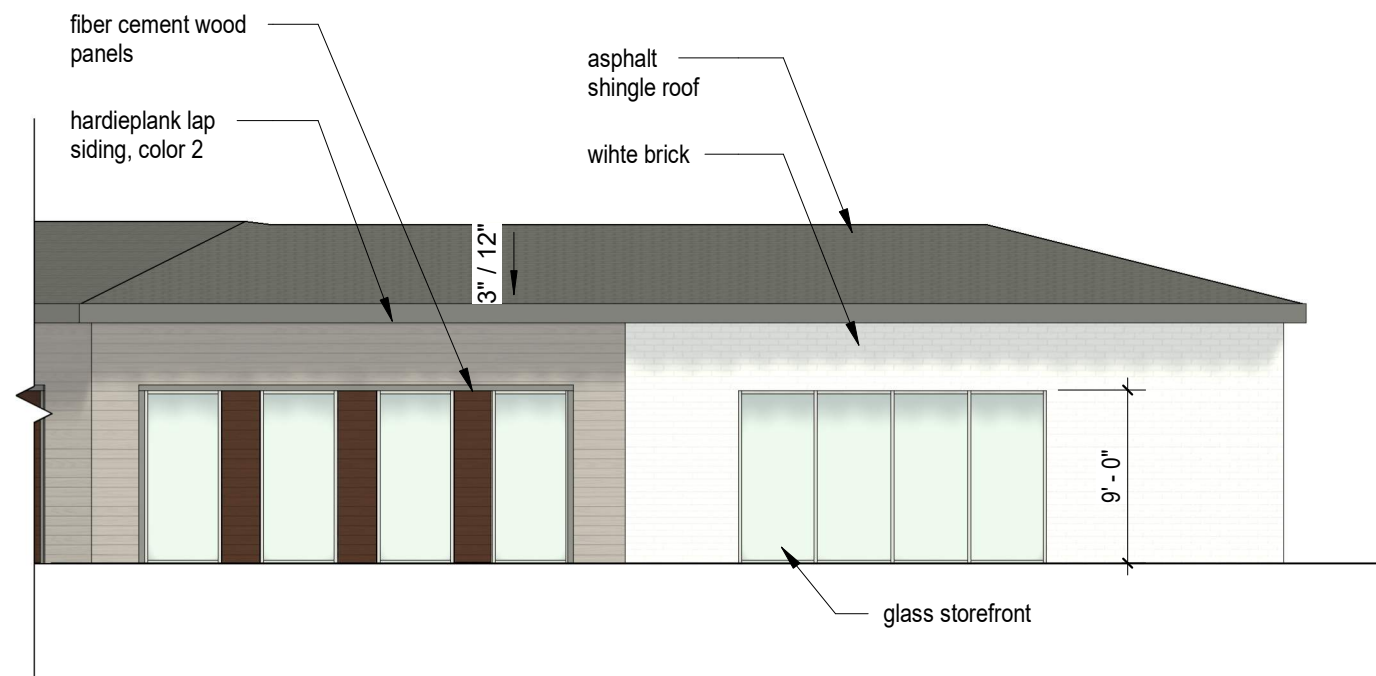
CLUBHOUSE ELEVATION WEST 2

1" = 10'-0"



CLUBHOUSE ELEVATION NORTH

1" = 10'-0"

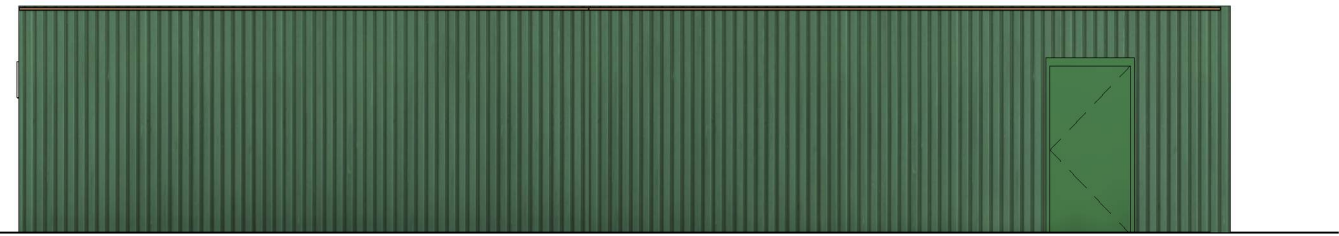


CLUBHOUSE ELEVATION WEST

1" = 10'-0"



WEST ELEVATION



CONTAINERS STREET ELEVATION



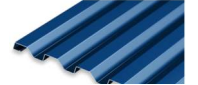










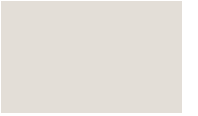




EAST ELEVATION



LAWN BOWLING ELEVATION

MATERIALS LEGEND

AW-1		ALUMINUM CANOPY WITH C CHANNEL EDGE PROFILE COLOR: DARK BRONZE	AS-1		LANDMARK PRO ARCHITECTURAL ROOF SHINGLES COLOR: PEWTER	WP-1		PAC-CLAD WALL PANELS CONCEALED FASTENER (HWP PROFILE) COLOR: HEMLOCK GREEN
SF-1		JELD-WEN VINYL WINDOWS BETTER SERIES, INSULATED GLASS FRAME COLOR: WHITE	WP-2		PAC-CLAD WALL PANELS CONCEALED FASTENER (HWP PROFILE) COLOR: MILITARY BLUE			
SF-2		STOREFRONT SYSTEM CLEAR LOW-E INSULATED GLAZING UNITS APPLIED ALUMINUM MUNTINS FRAME COLOR: CLEAR ANODIZED	MTL-1		PREFINISHED METAL COPING. COLOR: GRAPHITE	WP-3		PAC-CLAD WALL PANELS CONCEALED FASTENER (HWP PROFILE) COLOR: COLONIAL RED
BR-1		MODULAR BAYHILL BRICK	PT-1		PAINTED CEMENT SIDING COLOR: SW 7599 BRICK PAVER			
CB-1		HARDI PLANK SMOOTH LAP SIDING COLOR: VARIES (SEE PAINT COLORS)	PT-2		PAINTED CEMENT SIDING COLOR: SW 6377 BUTTERSCOTCH			
CB-2		HARDI CEMENT TRIM BOARD SMOOTH COLOR: ASH GRAY	PT-3		PAINTED CEMENT SIDING COLOR: SW 7028 INCREDIBLE WHITE			
CB-3		NICHIBA FIBER CEMENT SIDING VINTAGE WOOD COLOR: CEDAR	PT-3		PAINTED CEMENT SIDING COLOR: SW 7046 ANONYMOS			